TWENTY

HONOLULU STAR-BULLETIN, SATURDAY, OCTOBER 17, 1914.

PRICE FIVE CENTS

EUROPEAN BEET SUGAR CROP IS

Senor M. de Moraies, el marques de the Cuban cane sugar crops, the mar-la real proclamation, holder of exten- quis explained that Cuba is the sec-

many produces about 2,500,000 or 3,000,000 tons of beets per annum, from which is supplied the large home needs of the German people and approximately one-half of the total then exported to England, which is ordinarily dependent on Germany for a great portion of her sugar consumption. The war of course the marguis that the current reports of peace prospects must not be taken seriously, for the simple reason that both Austria-Hungary and Germany on the one side and the allied nations on the other realize that neither can now afford to give in until either the The fact is well known that Ger- Sees No Prospects for Early Peace. tion. The war, of course, the marquis explained, has cut this business off, the other is so decisively defeated that not only is Germany confrontiat the prospects of a shortage in sugar supplies because of the ineviassured. He pointed out that if Germany confrontiations are supplied to give in until either one or the other is so decisively defeated that the peaceful progress of all Europe for the next fifty years has been assured. He pointed out that if Germany confrontiations are supplied to give in until either one or the other is so decisively defeated that helder that hel table neglect of the harvesting opera-tions which attend the current muntiss of the year, but Euc and herself, having only recently given indications of countries, even the payment of an in-her pressing need of addition: sugar demnity as extensive in amount to supplies by making extensive pur-chases in the United States, is de-prived of her chief source of importa-in 1870, as well as the ceding of such

Austrian Beet Crope Face Ruin. d, is not reassuring to European needs of that important food commodafted into the military service, so at the harwesting season, which sould now be in full operation, is dly in need of laborers. The Austin crop annually amounts to about arcis Joseph, who must soon obtain w and large supplies of sugar from me source or be face to face with

France, where the annual produc-of sugar bests is about 200,000 ion of sugar beets is about 200,000 ons, the invasion of the German cavity and artillery forces, as well as he ruin wrought by offensive and densive thoops engagements, the marnin says, has already been so disasons as practically to eliminate the set production of France from all maideration this year. The German valry borses, he added, have been stained to a great extent by feeding the next fields of France, while on the soldiers on both sides have hest fields of France, while he soldlers on both sides have sen living as far as possible off sids of that nation, with the re-hat France is now practically hat France is now practically ry, and must very soon be re-bed with food supplies from quarter or face famine condi-

F. L. WALDRON, Ltd., Agent

Messenger Boy

LAUNDRY

TICKET

Bee WELLS-FAR-

King 86 Tel 1816

Phone 3461

sive sugar plantations and cattle ranch ond producer in the order of importowner in Cuba, in an interview with ance throughout the world, being only a representative of The Journal of slightly behind the German empire in Commerce at the Hotel Plaza, declared times of peace, and the present prosthat from recent observation in Euro-pects are that Cuba will realize one of pean districts from which he has just the heaviest crops of years during the returned the war operations will have next harvest, for every ton of which a disastrous effect on the important there will undoubtedly be a very beet crops of Germany, Austria, Rus- strong demand from the consuming public of the whole world. There is The marquis said that because of only one difficulty confronting the Cu-the fact that the harvesting season of ban growers, he said, and that is a the beet crops in the nations men shortage in labor supply. For some tioned is just about due to begin, the years past there has been a constantly exhaustion of the labor forces (now increasing demand for additional lations), and the devastation of the cane crops grown in Cuba, but very crop bearing lands in many districts little success has been realized in by invading cavalry or the movement efforts to obtain sufficient forces of troops, European beet sugar production will be reduced to at least a third of the normal output, and all the nations through government representatives are making strenuous efforts to secure adequate supplies from Cuincreased from year to year.

The condition of the Austrian crop ble of consideration at the present time.—New York Journal of Com-

PASSENGERS EXPECTED

Per M. N. S. S. Wilhelmina from San Francisco. For Honolulu, Oct. 27: Mrs. W. E. Fletcher and children, C. H. Dickey, J. L. McLean, Capt. R. W. Warham, Miss Mary E. Duncan, A. I. Cockett, Miss D. Holmes, Mrs. Cam-eron and children, Miss E. V. Mel, Mrs. W. P. Ferguson, Miss Helen Mc-Lean, Miss K. Morion, Mrs. J. J. Carl-son, J. J. Carlson, Mrs. Thos. S. Por-ter, Thos. S. Porter, Miss Livingston, H. W. Burden, Mrs. H. B. Cooper and children, Jas. Fenwick, Zeno K. My-ers. Mrs. B. Dowding, Mrs. Frank W. Mrs. Alexander Pratt. E. D. Burrows, Mrs. Alexander Pratt. E. D. Burrows,
Mrs. E. D. Burrows, Dr. R. W. Miller,
Mrs. R. W. Miller, Master Arthur Miller, Master Tyler Miller, Miss Elisha
Miller, Miss Eva Miller, Edw. Schoen;
Mrs. B. F. Schoen, Clyde Schoen, B.
F. Schoen, Miss Ruth Anderson, Mrs.
R. W. Anderson, Dr. R. W. Anderson,
Henry Frank, Miss Bertha Goldberg,
Miss Carol Low, Walter Dillingham,
Mrs. Graigin, sister and son, Thos.
Ramsdell, Mrs. Thos. Ramsdell, Miss dell, Mrs. Thos. Ran th Gartley, Mrs. A. Gartley, F. C. herton, Mrs. F. C. Atherton, J. A. drs. W. H. Lewers, A. J. Fairwenther, halph W. Weymouth, Miss Grace Veymouth, R. C. Lydecker.

DAHU RAILWAY TIME TABLE!

1:30 a. m. *2:15 p. m. *3:20 p. m. 15 p. m., 19:30 p. m., †11:15 p. m. For Wahinwa and Lellebus—*10:20 m., †2:40 p. m., *5:00 p. m., *11:00

Arrive Honolulu from Kahuku, Wal-lun and Walanne—'8:36 a. m., "5:31

Pearl City—†7:45 a. m., *8:36 a. m.,
*11:02 a. m., *1:40 p. m., *4:36 p. m.,
*5:31 p. m., *7:30 p. m.
Arrive Honolulu from Wahiswa and
Leilehun—*9:15 a. m., †1:55 p. m., 4:01 p. m. *7:10 p. m.

The Halelwa Limited, a two-hour train (only firstellass tickets honored)
leaves Honolulu every Sunday at 8:36,
a. m., for Haldiwa hotel; returning arrives in Honolulu at 10:10 p. m. The
Limited stops only at Pearl City and

Builly, PErcept Bunday, ISunday only. B. P. DENISON, F. C. SMITH,

E. O. Hall & Son

Y. TAKAKUWA & CO.,

Fort and King Sts.

"NAMCO" CRABS packed in Sanitary Cans, wood lined. Numanu St. near King St.

Some Don'ts When You Advertise

By HERBERT KAUFMAN

Author of "Do Something! Be Something!" THE price of the gun never hits the bull's eye. And the bang seldom rattles the bells.

It's the hand on the trigger that cuts the real figger. The aim's what amounts-that's what makes record counts-Are you hitting or just wasting shells?

Don't forget that the man who writes your copy is the man who aims your policy.

When you stop to reflect what your space costs and that the wrong talk is just noise-bang without biff-you must see the necessity and sanity of putting the right man behind the gun.

Don't tolerate an ambition on your adman's part to indulge in a lurking desire to be a literary light.

People read his advertising to discover what your buyers have just brought from the market and what you are asking for "O. N. T." They buy the newspaper for information and recreation and are satisfied with the degree of poetry and persiflage dished up in its reading columns.

Don't exaggerate. Poetic licenses are not valid in business prose. The American people don't want to be humbugged and the merchant who figures upon too many fools finds himself looking into a mirror. usually about a half hour after the sheriff has come to look over the premises.

Don't imitate. Advertising is a special measure garment. Businesses are not built in ready-made sizes. Copy which fits somebody else's selling plans won't fit your store without sagging at the chest or riding up at the collar. Duplicated argument and duplicated results are not twins. Your policy of publicity must be specially measured from your policy of merchandising.

Don't put your advertising in charge of an amateur. Let somebody else stand the expense of his educational blunders. Remember you are making a plea before the bar of public confidence. Your adwriter is an advocate. Like a bad lawyer, he can lose a good case by not making the most of the facts at hand.

Don't get the "sales" habit. "Sales" are stimulants. When held too often their effect is weakening. The merchant who continually yells "bargain" is like the old hen who was always crying "fox." When the real article did come along, none of her chicks

Don't use fine print. Make it easy for the reader to find out about your business. There are ten million pairs of eyeglasses worn in America, and every owner of them buys something.

And Don't start unless you mean to stick. The patron saint of the successful advertiser hates a quitter.

THE CUB REPORTER VISITS MAUI AND TELLS ABOUT IT

"It wouldn't do to let some of those coming, for the engineer's dog always Mani people get a hold of this," quoth the City Editor, as he waived aloft a batch of copy paper entirely devoid five minutes before the train, so that he can rest. guess I'll toss it into the waste "Maui has a pineapple cannery at basket, and if the Cub says, anything a place called Haiku. It is bounded that the type got pied."

ages of copy on his trip, comes again likely landing place to an aviator sudwith a pen picture regarding the scen- denly dropped from the skies, erv. etc. Read it if you want to." "Mant also has much other beauti-

The City Editor turned the copy over, and the Sporting Editor read:
"Mant also has much other beautiful scenery. Alexander Junie Ford says that he would like to improve some of the trails and build a few be some use for good roads, beautiful scenery, extinct voicano craters, homesteaders, pineapples and bootblacks.

"The good roads aid the tourists to see the beautiful scenery and the extinct was made so that there would seem of the trails and build a few rest houses, but complains that he is not able to afford it just now.

"Harold Rice has just completed a big home on the beach; a pure case of his having put a lot of money in a

tinct volcano craters, while the home- sand bank, as it were. A strange steaders and Japanese, when not enthing about the men of Maui is that
gaged in growing pineapples, spend they take their coats off every time
their time trying to keep the various they see a member of the Honolulu
towns clear of bootblacks when there
are visitors on the island.

cities, and every city boasts of hav- fire, jump out of the window and turn

more of pineapples, and it also has' ble for transfent automobiles,' Billy Field and Harold Rice. It also, "There are many hills on Maul, and up for fear the tourists will steal the coast.

824 BETHEL STREET

P. O. Box 446. Telephone 2035

Suggestions given for simplify-ing or systematizing office work. All business confiden-

Conducts all classes of Audits and Investigations, and furnishes Reports on all kinds of financial work.

The same of the last of the la

MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE

Saturday, Oct. 17. Sydney, via ports-Niagara, C.

Hongkong, via Japan ports-Shinyo, Maru, Japanese str. Hilo via way ports-Kilauea, str. Sunday, Oct. 18. Maui ports—Claudine, str.

Kauai ports-W. G. Hall, str. Kauai ports-Kinau, str. Hilo-Matsonia, M. N. S. S. Maui, Molokai and Lanai portslikshala, str.

Monday, Oct. 19. San Francisco-Sierra, O. S. S. Tuesday, Oct. 20. Hilo, via way ports-Kilanes, str.

San Francisco via Seattle-Hyades M. N. S. S. San Francisco-Enterprise, M. N. S

Wednesday, Oct. 21. Kauai ports-W. G. Hall, str. Thursday, Oct. 22. Kona and Kau ports-Mauna Los

Maui ports-Claudine, str. Friday, Oct. 23. Kona and Kau ports-Mauna Loa,

Saturday, Oct. 24. Hilo, via way ports Kilauea, str. Tuesday, Oct. 27 Hongkong via Japan ports-Rore San Francisco-Wilhelmina, M. N. S.

Friday, Oct. 30. San Francisco-Mongolia, P. M.

VESSELS TO DEPART

Sunday, Oct. 18.

Monday, Oct. 19. Kauai ports—W. G. Hall, etr., 5 p.m. Maul ports-Claudine, str., 5 p. m. Kaui ports Noeau, str., 5 p. m. Kauai ports—Kinau, str., 5 p. m. Maul, Molokai and Lanai ports—Mi-

kahala, str., 5 p. m. San Francisco-Matsonia, M. Saturday, Oct. 24. Francisco-Sierra, O. S. S

Tuesday, Oct. 27. San Francisco—Enterprise, M. N. S.

San Francisco-Korea, P. M. S. S. Friday, Oct. 30. Hongkong, via Japan ports-Mongo-lia, P. M. S. S.

MATLS

Mails are due from the following about why it isn't in the paper, I'll on one side by pineapple fields and on points as follows:
tell him I had the story set up and the other by mud. Tourists visiting that the type got pied."

Maul seem to like this road; they Yokohama—Shinyo Mara, Cct. 17.

"What's the story?" asked the Sporting Editor, as he donned his Alpine hat and gave his moustache a finni twirk.

"Tis about Maui, and a sad story," was the answer. "The Cub Reporter visited the Valley isle recently and, not content with having turned in 60 "Needle," which would not prove a likely large to like this road; they always get stuck on it.

"When it is not raining ou Maui, the sun shines besutifully. There is a valley on Maui hamed lao, and when pronounced properly—Reyow—has the resemblance of a college yell. At one end is a high peak known as the 'Needle,' which would not prove a likely large to like this road; they always get stuck on it.

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PASSENGERS BOOKED

Per T. K. K. Shinyo Maru for Japan and China ports, October 17,---Mrs. E. Pearn, Miss G. Pearn, F. W. Cox, Mr. Brockman.

Per str. Kilauea for Hilo and way ports, Oct. 17.- L. Weinzeheimer and wife, Mrs. M. Machell, H. D. Castle, J. F. C. Hagens, Mrs. H. L. Ross, Walter Lowe, Miss Kipl.

Per str. Kilauen for Hilo and way ports, Oct. 21.—Miss M. de Lacknar. Mrs. W. M. S. Lindsay, Miss Elizabeth Lindsay, Miss Anna Lindsay. Per M. N. S. S. Matsonia for San

Francisco, October 21.—John Twomey, Chas. Sey, W. W. Churchill, E. R. B. "The Valley Island, as Maul is "Walluku has two notels. In one of called, boasts of several good-sized the hotels there is a sign in case of Poehle, Mrs. Richards. Max. Basker, cities, and every city boasts of hav-fire, jump out of the window and turn E. Hedemann, W. P. Byrnes, R. McCoring more bootblacks to the square yard to the right. Wailuku also has a square inch. The bootblacks are great aports. They shine around the street corners, and if it wasn't for the housing of automobiles. Maui also confers some high titles on some their polish they wouldn't make the hit with the girls which they now do. "Maul is noted for its productive mass. It has several fields of rice and that he was 's waiten in a livery stable, when asked what he did for a living, said that he was 's waiten in a livery stable, Wan, Miss K. H. Cooper, Mrs. K. W.

ness. It has several fields of rice and that he was 'a waiter in a livery sta-more of pineapples, and it also has ble for transient automobiles.' R. A. Lyon and child, Mrs. C. J. Aushas a railroad, but every night they those who cannot afford gasoline for tin, Mrs. Townsend, Miss Hartwell, have to lock all the cars and things their automobiles let their machines Miss Grimes, Mrs. Mary E. Foster, Mr. and Mrs. J. A. Enquist, Mr. and engines for watch charms. There are "The more you see of Maul the betseveral miles of good railroad on Maul ter you like it; that is what everybody
and when an engineer grows tired says except the county prisoners.

H. B. Sperey, J. A. McEwen, F.
E. Boyd, Lester H. Carragan, Mrs. S.
H. Carragan, Miss E. M. Young, Mrs. during a long run he blows the whisSpeaking of county prisoners, there is C. H. Young, Mr. and Mrs. J. B. Castle, the for amusement.

It carragan, Mr. and Mrs. J. B. Castle, the for amusement.

It is a paid at Wallaku, and the only comMiss B. Castle, Mr. and Mrs. C. A.

Marquez, Mr. and Mrs. J. Crump, Miss station on Maui, waiting for a train, has to make is that the mosquitoes Mary Sewell, Mr. and Mrs. H. W. Rice, you can invariably tell when it is bother him, He says that he has to J. J. Fagan. Geo. S. Gay, C. V. Hodge, wake up several times during the S. M. Stock, Mr. and Mrs. W. Armight so that he can light more punk to keep the winged pests away. The Miss A. M. Owen, Miss M. H. Robertmeals are so good at the fail, the dep- son, Mrs. A. Jaeger, Mrs. Wm. D. Baruty sheriff says, that even if a pris- uard, Miss G. Louchland, Miss E. West,

oner did escane he would be back at Wm. Roth. O. W. Sharman. Per str. W. G. Hall for Kauai ports "Taking into consideration its size, Oct. 15 .- G. K. Larrison, W. F. San-Walluku has more moving picture born, C. A. Bruns, Aubrey Robinson, shows than any other city in the Miss Riorence Gurrey, Miss Wagner, world. It is a case of 'If you don't see ! A. R. Gurrey, Rev. E. Ito.

what you want here, you can go to the next—

The Sporting Editor stopped. There

The Sporting Editor stopped. There

J. W. Wadman, Rev. J. P. Frost, Sidwere tears in his eyes "It's a shame." he wept. "to waste J. P. Erdman.

Per str. Claudine for Maul norts. Oct. 16.-E. R. Davis, V. M. Gedge, L. Tabriner, B. H. Thomas and wife, Mrs. Take Laxative Bromo Quinine

Tablets. All druggists refund

Oct. 19.—John Murray.

so much good copy paper."

10 CORE Y COLD IN CHE DAY

the money if it fails to cure.

E. W. Grove's signature is on

each box

and the second second

Hannes Kolchamaining PARIS MEDIUME CO. St. Louis D. S & New York from Finland

FROM HOLLAND, GETS SUPPLY HERE

industry, Willett and Gray's Sugar late in August. Journal says:

sive and the present reduction in retail price of granulated in United prices to say 4c, which is likely to be Kingdom unchanged on September followed by refined close to 6c, should 11 at 3 3-4d. (7 1-2c). United Kingdom induce a larger buying of the latter imports given herewith show for Augboth for domestic and for foreign con- ust 35,775 tons, while for the week to sumption, which naturally will pro- September 5, 21,097 tons came in

unusually interesting and valuable, tons. Cuba sends us the close of the Cuba Continued purchases from the Unitcrep season with Messrs. Guma- ed States would seem to be required Mejer's final estimate of 2,597,732 tons, by Great Britain to meet a monthly an excess over previous crop of 169, consumption estimated at 125,000 tons 195 tons; the last 40,000 tons of which August ran below this estimate and the rise in value caused by the sud- risily, if at all, but some benefit to den breaking out of European war on the United States refiners' trade will August 1st.

stocks and that vessels were then held up from leaving Java during early August by reason of the war. Austria advices state that harvest-

ing began in Hungary August 24, the the reported reason being that German government taking steps to help the sugar was being shipped from Dutch Our article on war and crops gives

the very latest information at hand German beet cropsanalyses September 1 show very high sugar content for good beet roots, and the weights are satisfactory and about the average. Our English market reviews a the course of trade before and after the government taking the sugar husi ness in hand. Java sugars shipped in June

reached England. Cuba shipments arrived in England September 7, and American granu

In the comment on the week's sugar ed continues to arrive regularly since

England chartered 10 steamers to Stocks of cane sugars are not exces- carry sugar from Mauritius. Maximum duce a larger buying by our cape sug- United Kingdom August consumption ar refiners of raw Centrifugals. was 116,308 tons of refined, the local Our news from abroad this week is refiners outtarn of which was 67,715

may be considered as somewhat due to September should not increase matecome from the United Kingdom to Our India letter tells of fairly heavy help out in the absence of the usual home demand.

Press advices confirm the report that the United Kingdom has prohib-ited imports of sugar from Holland ports to England.

TRANSPORT SERVICE

an, from Honolulu for Guam an Manila, arrived Oct. 8. Thomas, from Honolulu for San Fran-Inco. Oct. 5. Sheridan, from Honolulu for Manija via Guam, Oct. 8.

Dix, at Manile nan, from Honolulu, for Guam and Manila, Oct. 15.

OCEANIC STEAMSHIP CO

FOR SAN FRANCISCO. FOR SYDNEY, N. S. W. Ventura Nov. 6

MAKE YOUR 1915 RESERVATIONS EARLY, \$110.00 ROUND TRIP.

C. BREWER & COMPANY, LTD., :: :: General Agents

Matson Navigation Company

FROM SAN FRANCISCO:

FOR SAN FRANCISCO

8. 8. Matsonia Oct. 13 S. S. Enterprise Oct. 27 8. S. WilhelminaOct. 27 S. S. Manoa Nov. 3

S. S. Matsonia Oct 21 S. S. Enterprise Oct. 2 S. S. Withelmina Nov. 8. S. Manog Nov. 10

S. S. Hilonian sails from Seattle for Honolulu on or about Oct. 31.

CASTLE & COOKE, LTD., General Agents, Honoli

PACIFIC MAIL STEAMSHIP CO.

Salfings from Monofulu on or about the following dates: FOR THE ORIENT: S. S. Nile via Manila, out and inOct. 17

S. S. Mongolia via Manila

S. S. Persia via Manila,

.....Oct. 30

FOR BAN FRANCISCO: 8. 8. Perala Oct. 20 8. 8. KoreaOct. 27

For general information apply to

H. Hackfeld & Co., Ltd.

TOYO KISEN KAISHA

Steamers of the above Company will call at and leave Henefuls as or about the dates mentioned below:

FOR THE ORIENT.

S. S. Tenyo Maru Oct. 27

FOR SAN FRANCISCO.

S. S. Shinyo Maru Nov. 9 S. S. Chiyo Maru Dec. 4 S. S. Tenyo Maru Dec. 25

S. S. Chiyo Maru Nov. 10 8. S. Tenyo Maru Dec. 1 8. S. Shinyo Maru Dec. 29

CASTLE & COOKE, LIMITED, Agents, Henolulu

CANADIAN-AUSTRALASIAN ROYAL MAIL LINE

For Victoria and Vancouver. 8. S. Niagara Oct. 16 8. S. Marama Dec. 2

8, 8, Makura Dec. 11 THEO. H. DAVIES & CO., LTD., GENERAL AGENTS 可能多數學學是是對於各种學學的學習是是

WARAN S. S. CO THE PANAMA CANAL LIME
I be despatched from NEW YORK for HONOLULU,
T ALLEN and HILO, via SAN FRANCISCO, every s time in transit, 38 DAYS.

to sall about Nov. 2.

H. HACKFELD & CO., LTD.